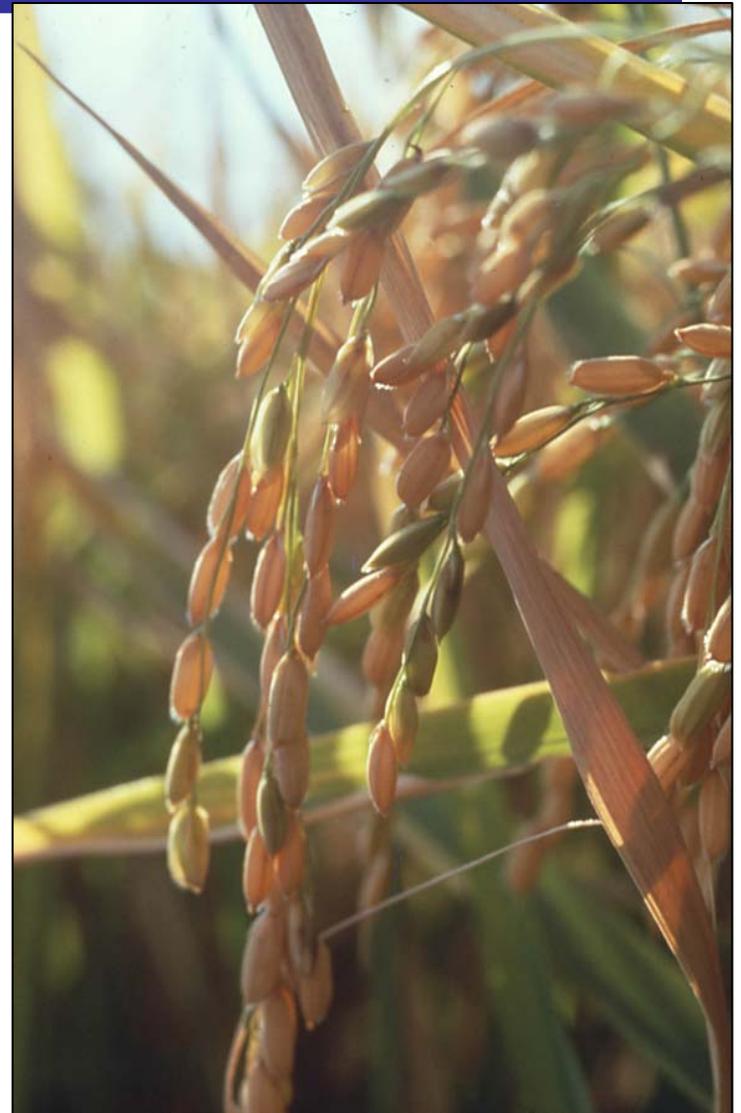


Agricultural Outlook Forum 2005

USA Rice Federation

**RICE FITS PROGRAM
PROMOTING PRODUCTS
FOR GOOD NUTRITION
February 24, 2005**



Rice Fits Program

- 2004 Rice Marketing Strategy Shift:
- Historically, culinary and food-based programs
- New high profile nutrition education program for consumers and health professionals

Rice Fits Program

- Rice:
- Sustains 2/3 of world population
- Strong place in culinary traditions
- Newly important in U.S. ethnic population
- Higher consumption areas have lower obesity and heart disease

Rice Fits Program

- U. S. consumers
- 66% eat rice 1x weekly, 85% 2x monthly
- 26 pounds per capita
- Versatile, convenient, tastes good
- Cost per serving – 5 cents
- Nutrition and health benefits secondary positioning

Rice Fits Program

- 2004: New Marketing Direction
- Public health issues
- Consumer trend
- Consumer research
- Low carb movement
- Updates to Dietary Guidelines and Food Guidance System

Rice Fits Program

- Public health issues:
- 65% overweight/obese
- Diabetes, heart disease
- Rice could be part of the solution

Rice Fits Program

- FDA mandated folic acid fortification:
- 23 % decrease in birth defects
- 17,000 fewer heart disease deaths
- 31,000 fewer stroke deaths
- Grains supply half of folic acid daily value

Rice Fits Program

- Consumer Trends:
- Strong consumer constituency for nutritional marketing
- 60% eat healthfully to avoid health problems
- 50% make nutrition-based food choices

Rice Fits Program

- Rice consumer research:
- Lost ground on health/nutrition attributes
- Rice is healthy, but not sure why
- Need to convey rice's specific nutrition benefits
- Insurance against dietary fads/trends

Rice Fits Program

- Low Carbohydrate Movement:
- Rice (potatoes, pasta, bread) took hit
- Enriched white down 6%; brown up 20%
- 2004 – carb craze lost steam
- “Teachable moment” for “good carbs”
- Promote brown rice as whole grain

Rice Fits Program

- Nutrition News in the Spotlight:
- Year-long revisions to Dietary Guidelines and Food Guide Pyramid
- Increased media and consumer interest

Rice Fits Program

- Rice is:
- Nutrient-dense
- Low calorie
- Trace fat
- No cholesterol, sodium
- 15 essential nutrients, including folic acid

Rice Fits Program

- Dietary Guidelines Formed The Basis:
- Rice can fit any dietary or nutrition goal
- Rice can help consumers implement a healthy eating program

Rice Fits Program Activities

- Health Professional Education:
- ADA Women's Health & Reproductive Practice Group
- Folic acid and birth defects prevention
- Educational session, materials

Rice Fits Program Activities

- Consumer Outreach:
- TV and cooking demos by media R.D.
- Show how to use rice and veggies;
brown rice as a whole grain

Rice Fits Program Activities

- Partnerships:
- Whole Grains Council – communicate whole grain benefits to consumers
- New tips on brown rice usage

Rice Fits Program Activities

- Communication Tools:
- Logo & theme: “Rice. The Foundation for Healthier Eating.”
- Use rice to increase consumption of other healthy foods – veggies, beans, and lean proteins



Rice Fits Program Activities

- Research:
- Study shows rice eaters' diets more closely follow the Dietary Guidelines

Rice Fits Program Activities

- School Foodservice Outreach:
- “Kid-approved” taste test program for healthy school lunch recipes
- Information to school menu planners

Rice Fits Program

- Summary:
- Launched 7 months ago
- Food & health media receptive
- Dietary Guidelines release boosted interest
- More interest with Food Guidance System release
- USA Rice will grow and expand program

Rice Fits Program

-End-

For more information:

www.usarice.com/consumer

